

Old Fourth Ward Master Plan

Part 3: Existing Conditions



Prepared for the City of Atlanta Department
of Planning & Community Development
by Tunnell-Spangler-Walsh & Associates

Section 3.1: Land Use

The Old Fourth Ward has witnessed a series of transformations in land use and development patterns over the years, but pressure is particularly acute today as significant redevelopment activity occurs in every part of the neighborhood.

Existing Land Use

The Old Fourth Ward's existing land uses, shown in the map on page 19, were determined using a combination of field data collection, aerial photography, and tax parcel analysis.

The map shows that the neighborhood contains a wide range of land uses. Generally speaking, commercial uses are concentrated along major corridors, while residential uses lie off of them.

The proportion of study area acreage in each land use category is shown in the top pie chart on page 20. When comparing this with the lower pie chart, it is important to recognize that, since the data is calculated by acreage, it reflects only land coverage and not density. If a single house on a one-acre lot, for example, is replaced by a 20 unit apartment building on the same lot, the land use data would not reflect any change, while the residential density of that lot would have increased 20 times.

Existing Future Land Use Plan

The study area's future land use is derived from Atlanta's most recent comprehensive plan, known as the Atlanta Strategic Action Plan. The future land use map from the plan is intended to guide land use in for the next fifteen years and is updated four times per year. It is shown on page 21.

A comparison of the pie charts shows that the amount of land devoted to some of the land use categories in the Old Fourth Ward study area will remain stable in the coming years, particularly in the categories of commercial, residential, office/institutional, and open space. The areas classified



Mixed use developments such as this one will form an important part of the future land use mix in the study area



Historic buildings, such as City Hall East shown here, make up a significant part of the existing land use fabric



The abandoned Sci-Trek building and surrounding parking lots are underutilized land in an urban setting

Existing Land Uses

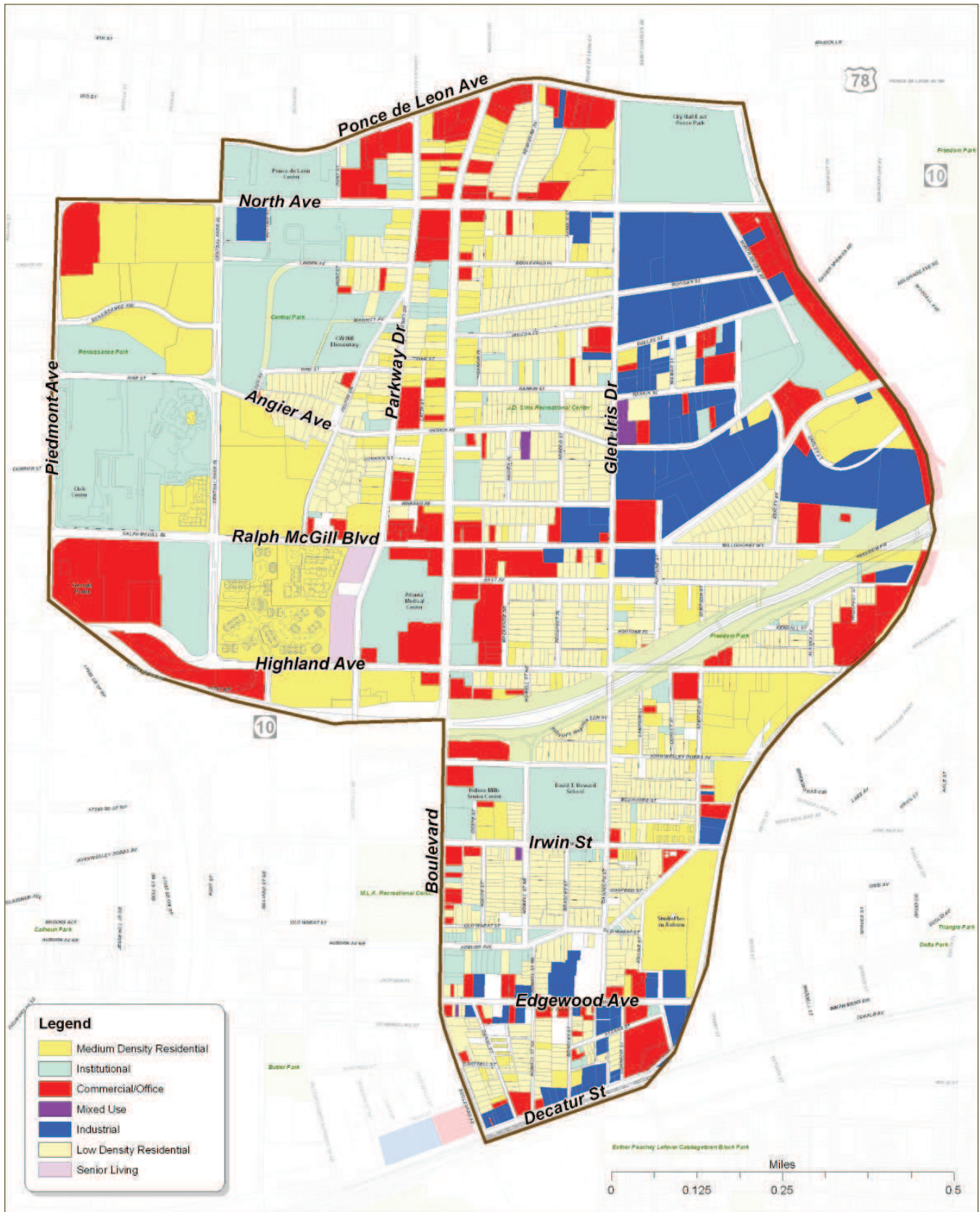


Table 3.1: Rezoning Activity 2002-2007

Single-Family Residential Units	76
Condominium Units	4,434
Townhouse Units	167
Live/Work Units	285
Apartment Units	279
Commercial Square Feet	1,378,000
Retail Square Feet	at least 360,000
Office Square Feet	at least 475,000

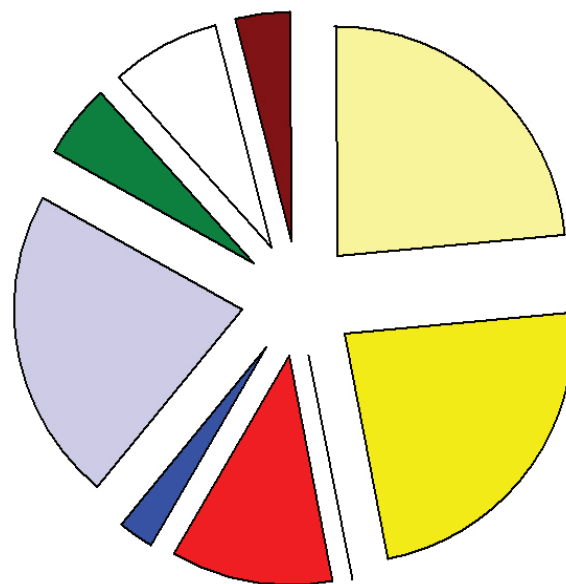
as industrial, however, will almost entirely be replaced by the mixed use classification.

Based on current development trends, it is clear that much of the industrial land, as well as a great deal of low and medium density residential land will be replaced by much higher density residential and mixed-used projects. The catalytic redevelopment sites identified in the recommendations section of this plan will account for much of this change.

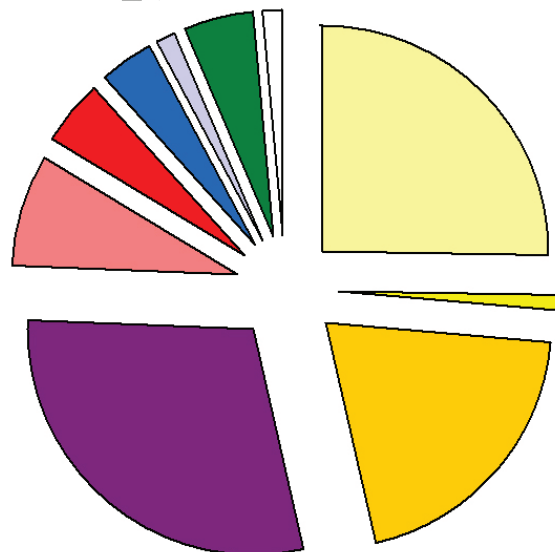
Rezoning Activity

The number of applications to rezone land and the number of building permits in the Old Fourth Ward study area were extremely high between 2002 and 2007. This activity is a good indication of short-term development trends.

During this five-year period, 48 rezoning requests were approved in the Old Fourth Ward study area. This indicates a trend toward increasing density across all development sectors. These zoning changes reflect a net potential increase of over 5,000 residential units and over 1,300,000 square feet of commercial space.

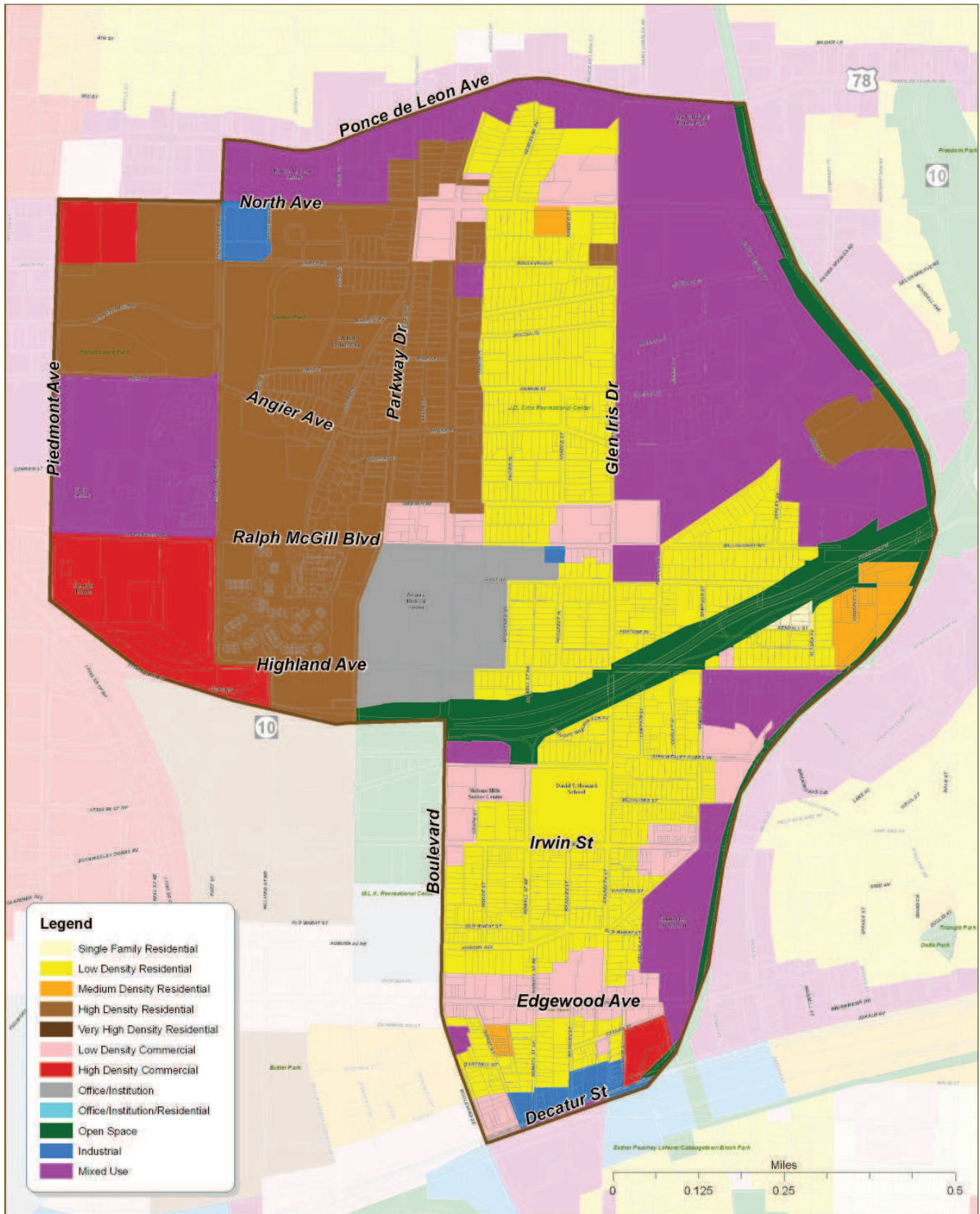


- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed-Use
- Low Density Commercial
- High Density Commercial
- Office & institutional
- Industrial
- Open Space
- Transportation & Utilities
- Vacant Land



Proportion of land in each land use category within the study area, showing existing land uses (top) and existing future land use plan (bottom)

Existing 15 Year Future Land Use Plan



Section 3.2: Infrastructure & Facilities

The Old Fourth Ward is supported by essential infrastructure, without which it would not be able to grow or survive. The following sections catalogue the infrastructure and facilities in the study area.

Sewer

As an urban area, the study area includes sewer in all locations. Unfortunately, due to decades of neglect, many of these facilities are in need of upgrades. The City of Atlanta Department of Watershed Management is undergoing a Midtown-Georgia Tech Sewer Evaluation and Rehabilitation Project, which includes the portion of the Old Fourth Ward Master Plan study area west of Boulevard. This project involves a thorough inventory and evaluation of sewer lines to identify necessary sewer rehabilitation projects. This project is occurring in conjunction with water main replacement projects in the same area. Following excavation work, all affected streets will be repaved.

Plans for the portion of the study area to the east of Boulevard involve a similar sewer inventory, evaluation, and rehabilitation program that is included in the city's Capital Improvements Program. Work is expected to begin in 2009.

Water

Water main surveys and replacements are included in the city's current Capital Improvements Program for the entire study area. Water mains both east and west of Boulevard are scheduled to be replaced, where needed, by 2012. These improvements will occur concurrently with the sewer line work outlined above.

Stormwater

The entire Old Fourth Ward study area is located within the Clear Creek watershed. The most significant plans for stormwater management in the coming years center on the proposed park

south of City Hall East. The city has contributed \$30 million toward the construction of a series of water features in this new park that will retain and filter stormwater runoff through a system of ponds, fountains, and artificial wetlands.

The facility is designed to contain water from a 100-year flood and will reduce flooding both in the immediate area and in the larger watershed. The park area and water features are shown in Section 4.3 below. Construction is scheduled to be completed in 2009.

Schools

The only public school within the study area boundaries is C. W. Hill Elementary School of the Atlanta Public School system. Hope Elementary School lies just to the southwest of the study area along Boulevard.

The study area is divided between school districts 3 and 1, so young people in the area may attend a variety of elementary, middle, and high schools in central and eastern Atlanta.

Libraries

The Martin Luther King, Jr. branch library, located at 409 J. W. Dobbs Avenue, just south of the study area, is a part of the larger Atlanta-Fulton Public Library system. This location houses around 33,000 materials. It also provides a variety of services



Aging sewer and water lines within the study area are scheduled for evaluation and replacement where necessary

Existing Conditions: Infrastructure and Facilities

to the neighborhood, including computers with Internet access and word processing, homework help, after school programs, preschool programs, and adult programs.

The King Library and Archives, located just southwest of the study area at 449 Auburn Avenue, is a significant repository of materials on the life of Dr. Martin Luther King, Jr., the civil rights movement, and the Southern Christian Leadership Conference. Research information is open to the public, but an appointment is required.

Fire

Apart from the historic Fire Station 6 that now houses the museum and bookstore for the Martin Luther King, Jr. National Historic Site, there are no active fire stations within the Old Fourth Ward study area. The nearest is Fire Station 4, located at 309 Edgewood Avenue, near the I-75/85 overpass.

Police

The entire Old Fourth Ward study area lies within APD Zone 5. The headquarters for this zone are located outside of the study area, north of Centennial Olympic Park.

Hospitals and Healthcare

The Atlanta Medical Center is the largest healthcare facility in the study area. Its campus includes a 460-bed hospital, a trauma center, a cancer center, a diabetes center, an athletic club and weight loss center, and a community health center. Apart from providing a variety of healthcare services to the Atlanta region, the Atlanta Medical Center provides jobs and medical care for Old Fourth Ward residents.

Grady Health System's Ponce de Leon Center, which houses the Infectious Disease Program, is also located within the study area. The facility provides medical care, mental health services, substance abuse treatment, social services, and nutritional support for AIDS patients.



The Atlanta Medical Center is a significant health care facility for the entire Atlanta region



The entrance to C. W. Hill Elementary School, the only public school within the study area

Section 3.3: Parks & Open Space

The Old Fourth Ward study area includes nine city parks, six of which are less than one acre. The largest are Freedom Park, whose 188 acres lie only partially in the study area, Central Park with 17.4 acres, and Renaissance Park with 5.4 acres.

Many parks in the study area have significant street frontage but are old and in need of rehabilitation. Some are unattractive or uncomfortable and could benefit from improvements or programming to attract users from all age groups to a variety of outdoor activities.

Existing land use patterns affect access to parks and open space. Small blocks with through streets and closely spaced intersections in residential and commercial areas facilitate walking and reduce the need for parking at park sites designed for local use.

Redevelopment projects that have occurred in the study area over the past 20 years are inward focused and have little connectivity to the neighborhood, which creates a barrier to park access for both their residents and the surrounding neighborhood.

The quality of the adjacent streetscape is also a barrier to park access. Sidewalks connecting parks are common, but narrow widths and poor maintenance are a problem. Some areas in the northeast and southwest portions of the study area do not have any parks within a half-mile walk.

The BeltLine forms the eastern border of the study area and will eventually provide greenspace, a multi-use trail, a transit access to a network of over forty parks and 1,200 acres of greenspace throughout the city, as well as a multi-use trail network.

The Georgia Power Corporate Headquarters contains a park-like open space that is surrounded by a fence and is not open for public access.



Renaissance Park's hidden interior, steep slope, and lack of planned activity make it an unwelcoming space



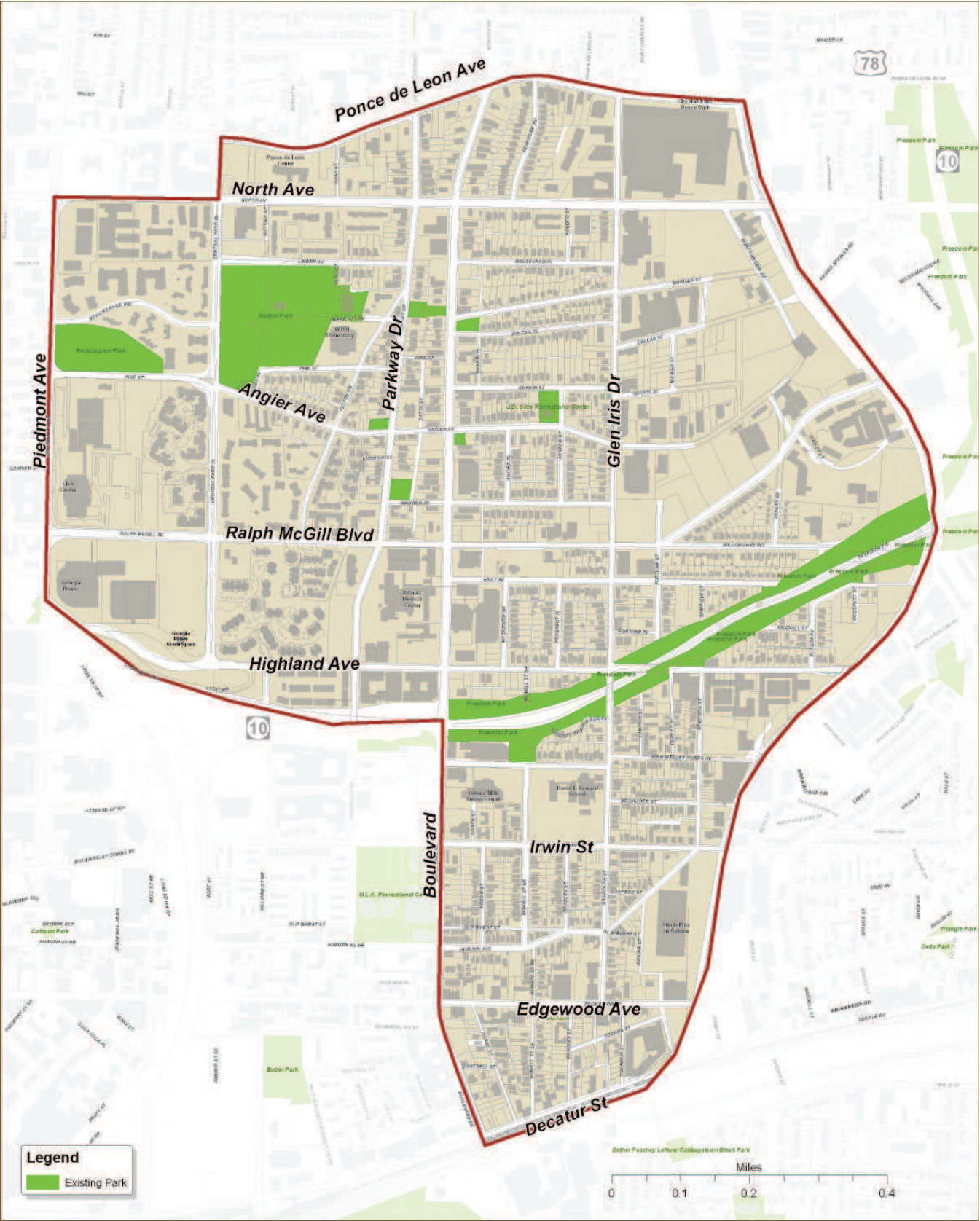
Central Park provides a variety of opportunities for active recreation



The Freedom Parkway multiuse trail provides opportunities for recreation and links the study area to Dekalb County

Existing Conditions: Parks and Open Space

Existing Parks



Freedom Park

The 188 acre Freedom Park is one of Atlanta's great regional parks. It encloses a four lane limited access highway and the Carter Presidential Library. Over half of the park, including the library, is outside of the study area. Within the study area, the park contains a popular multi-use trail characterized by points along the trail with views of the downtown skyline. The Freedom Park Conservancy works with the city to manage the park. Currently the multi-use trail ends at Boulevard Avenue.

Central Park

Central Park's 17.3 acres contain important community recreational facilities. However, the site is constrained because city guidelines recommend that community parks contain at least 25 acres. The site includes a 15,000 square foot class 3 recreation center, 4 tennis courts, 4 basketball courts, 2 football fields with backstops for baseball, a picnic shelter, and a playground.

Renaissance Park

Renaissance Park has many lovely shade trees, but it struggles with a poor image as a result of both real and perceived issues such as crime, drug use, and a significant homeless population. The site slopes steeply uphill from the street and

the interior has little visibility. The location of the 5.4 acre park on Piedmont Avenue near the Civic Center affords many opportunities for access.

JD Sims Recreation Center

The 5,756 square foot JD Sims Recreation Center is an undersized facility which is to be renovated as a performing arts center for art, drama, and music. The site contains a basketball court and playground that support programs run by recreation center staff.

Small Parks and Open Spaces

The remaining parks and open spaces are all less than one acre and provide space for trees and sitting. They include:

- Boulevard-Angier Park (0.2 acres): equipped with a sitting area
- Parkway-Angier Park (0.5 acres): includes an internal trail, playground, and seat wall, is currently undergoing improvements
- Parkway-Wabash Park (0.6 acres): equipped with a basketball court, slide, and swings
- Parkway-Merriitts Park (0.7 acres): equipped with a basketball court
- Morgan Boulevard Park (0.4 acres): equipped with a basketball court and small playground
- Boulevard Community Garden at 663 Boulevard: community-maintained, 0.2-acre garden on private property
- Vacant parcels at Boulevard and Ralph McGill, Glen Iris and Ralph McGill, Glen Iris and Boulevard Place, Parkway and Linden, and others serving as informal open spaces

Table 3.2: Neighborhood Parks

Name	Class	Acres
Freedom Park	Regional	188.6*
Central Park	Community	17.4
Renaissance Park	Neighborhood	5.4
MLK Natatorium	Neighborhood	3.3
JD Sims Rec. Center	Neighborhood	0.8
Merriitts Park	Block	0.7
Parkway-Wabash Park	Block	0.6
Parkway-Angier Park	Block	0.5
Folk Art (Piedmont) Park	Garden Spot	0.5
Morgan-Boulevard Park	Block	0.4
Boulevard-Angier Park	Garden Spot	0.2

* Only a portion of Freedom Park is within the study area.

Source: City of Atlanta GIS

Section 3.4: Urban Design

Urban design is the design of the public realm and the relationships between the elements that define it, such as streets, sidewalks, plazas, parks, and buildings. It focuses on how these relationships define local identity and sense-of-place.

In considering urban design, attention is given to:

- Relationships of buildings to the street, and buildings to other buildings
- Streetscapes, including sidewalks, street trees, street lights, and street furniture
- Open spaces, such as parks and plazas
- Streets patterns, including street widths, blocks sizes, and character

A well-grounded understanding of good urban design principles is essential to creating livable neighborhoods at a variety of densities.

Streetscapes

Streetscapes in the study area are inconsistent and do not create a unified character. Sidewalks range from 6 to 10 feet wide, and some are in stages of disrepair. Other issues include:

- Inconsistent streetscape materials
- Unattractive streetscape in some areas
- Sidewalks in disrepair in some areas
- Lack of street lights or street furniture
- Lack of street trees along most sidewalks
- Unattractive bus shelters and stops
- Wide driveways, particularly at gas stations
- Overhead utility lines
- Poorly stripped crosswalks
- Poor street enclosure (see Building Form)

Opportunities do exist to improve streetscapes through public and private improvements. Large setbacks provide ample room for improvements in front of existing buildings, while new buildings could be held to higher standards.



Ralph McGill Boulevard provides an unfriendly environment to motorists, bicyclists, and pedestrians



This gated residential complex on Central Park Drive provides no direct connection to the street

Building Form and Orientation

Buildings form and orientation vary across the study area. In historic commercial areas, buildings directly front the sidewalk with pedestrian-friendly storefronts, while newer businesses are often set back behind parking lots. Similarly, older homes and apartments usually dignify the public realm with porches or yards, while many recent buildings are separated from the street by high walls or fences. Fortunately, the newest buildings tend to match the pedestrian-friendly disposition of the neighborhood's oldest buildings due to an increasing understanding of the importance of pedestrian-oriented design.

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Building heights also vary across the study area. Some residential buildings are one-story houses, while others are in towers that exceed 10 stories. Typical commercial buildings are between one and seven stories in height.

Existing Gated communities

One significant design challenge in the Old Fourth Ward is existing gated residential complexes that were built as part of urban renewal. These inward-focused developments front the street with parking or fences, and attempt to separate themselves from the neighborhood's urban fabric, rather than embrace it. In doing so, they remove legitimate pedestrian activity from the street, encourage driving, and may actually further encourage criminal activity. Fortunately, advanced design techniques, including principles of crime prevention through environmental design (CPTED), could be used on new development to provide security, but not at the expense of the greater community.

Parking Lots and Decks

One of the most significant intrusions into the urban fabric of the Old Fourth Ward is the plethora of parking lots and decks found in the neighborhood. Challenges with them include:

- Poor deck screening, which exposes cars to the street
- Visually unpleasant decks, which stand out through their lack of context sensitive design
- Light spillage onto adjacent properties
- Ground floor parking, which creates dead spaces adjacent to the sidewalk
- Surface lots with little landscaping

Fortunately, there are opportunities to improve future parking design. Decks can include active ground floor uses, and façades can be designed to resemble buildings. Ideally, shallow “liner” buildings can be built between decks or lots and the sidewalk to create an active use adjacent to the street.



This newer residential complex on Highland Avenue appropriately addresses the street with windows and stoops



This Decatur parking deck features ground floor retail and a pleasant sidewalk experience



This photo shows how “liner” uses can screen a parking deck from the street; when a building is built on the adjacent vacant lot the parking will be completely unseen

Section 3.5: Historic Preservation

Types of Historic Designation

The National Register of Historic Places is a federally maintained listing of historic buildings, structures, sites, objects, and districts that are nationally recognized for their significance and are worthy of preservation. Properties are nominated by each state's historic preservation office, and a comprehensive national list is maintained by the US Department of the Interior. Listing on the National Register helps preserve properties by providing recognition of a property's architectural, historical, or archaeological significance. Identifying properties as historic and significant ensures that they will be taken into account in all state and federally assisted projects. Listing also lends importance, without regulation, to consideration of their use in privately funded projects.

In Georgia, properties are added to the National Register by the Department of Natural Resources Historic Preservation Division. Nominations are reviewed by the Historic Preservation Division, and if approved, by the Georgia National Register Review Board. Approved nominations are submitted to the US Department of Interior for final review, approval, and listing in the National Register. The state Historic Preservation Division and the Atlanta Urban Design Commission (UDC) can provide technical assistance on the nomination process, but individuals, organizations, or agencies requesting the listing carry out much of the necessary research themselves, according to state and federal guidelines.

City of Atlanta rezoning under the Historic Preservation Ordinance is the second type of formal historic designation. This local designation has been managed by the UDC, since 1975. Its volunteer members are appointed to serve three-year terms by the mayor and city council.

By law, UDC membership includes two architects, a landscape architect, an attorney, a developer, a real



Historic, sidewalk-oriented commercial buildings form a significant part of the existing urban fabric



Historic homes in the Martin Luther King, Jr. Historic District, listed on the National Register of Historic Places



The Excelsior Mill on North Avenue dates from the 19th century and is designated historic by city ordinance

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estate professional, an historic preservationist, an artist, a historian, a neighborhood representative, and an urban planner. It is the role of the UDC to identify, protect, enhance, and perpetuate the use of buildings, sites, and districts of special character, historic interest, or aesthetic value in the city limits.

The UDC nominates and regulates construction and design-related work on designated buildings and districts which are identified under several categories: Historic Buildings or Sites, Landmark Buildings or Sites, Conservation Districts, Historic Districts, and Landmark Districts. Since the historic preservation ordinance was passed in 1989, 59 individual buildings or sites and 16 districts have been brought under its protection.

Criteria for Designation

Generally speaking, the eligibility criteria for either type of formal historic designation (listing on the National Register of Historic Places or City historic zoning designation) are the same. To be eligible for either designation, the property (or district, building, structure, object, or site) must:

- Be old enough to be considered historic (generally at least 50 years old),
- Still look much the way it did in the past,
- Be associated with events, activities, or developments that were important in the past, and
- Have associations with the lives of people who were important in the past,
- Be significant in the areas of architectural history, landscape history, or engineering, or
- Have the potential to yield information through archaeological investigation that would answer questions about our past.

Benefits of Designation

Listing on the National Register of Historic Places has the following effects on a property:

- Identifies significant buildings, structures, sites, objects, and districts that meet the National Register criteria;
- Encourages the preservation of historic properties by documenting their significance;



The Old Fourth Ward in 1893. The curved street at the top of the drawing is Ponce de Leon Avenue. (Courtesy Atlanta-Fulton Public Library Special Collections)



One example of the many historic (although not officially designated) apartment buildings within the Old Fourth Ward

Existing Conditions: Historic Preservation

- Provides information about historic properties for local planning purposes;
- Facilitates the review of federally funded, licensed, or permitted projects to determine their effects on historic properties;
- Assists state government agencies in determining whether their projects will affect historic properties;
- Makes owners of historic properties eligible to apply for federal grants for historic preservation projects;
- Provides federal and state tax benefits to owners of taxable historic properties if they rehabilitate their properties according to preservation standards
- Allows consideration of fire and life safety code compliance alternatives when rehabilitating historic buildings

However, listing on the National Register of Historic Places is not all encompassing. For instance:

- A marker or plaque will not be provided for the properties (property owners may obtain markers or plaques at their own expense;)
- Property owners will not be required to maintain, repair, or restore their properties in a certain way;
- A property has not necessarily been or will be rezoned by the City of Atlanta to historic designation;
- Federally or state-assisted government projects may not be stopped;
- Grant funds may not be guaranteed for all properties or projects;
- Property owners are not required to follow preservation standards, unless they wish to qualify for tax benefits; or
- Special consideration is not necessarily given to compliance with life safety and fire codes.

Rezoning under the city's Historic Preservation Ordinance means:

- Protection of designated neighborhoods is provided as a part of the City's Zoning Ordinance. This is done in one of two ways. Either the des-

ignation (with accompanying regulations) can be added as an overlay on the neighborhood's existing zoning or it can completely replace existing zoning. In either case, the regulations are part of the city's zoning ordinance.

- The historic character of a neighborhood is maintained through a design review process. What constitutes this character is developed with the neighborhood during the nomination process and the resulting regulations become the basis for the UDC's design review decisions. The review process occurs before the start of the building permit process.
- The neighborhood and general public are encouraged to participate through public hearings held on all items requiring certificates of appropriateness from the Commission.
- Prior to receiving a building permit, changes that effect the exteriors of a structure and site work must be approved by the Commission or its staff through a design review process.
- Those seeking a building permit for alteration, new construction or demolition will be referred to the Commission office to complete a design review process and/or to obtain a Certificate of Appropriateness.
- If more substantial changes are contemplated, the applicant or property owner will need to attend one of the UDC's bimonthly meetings.

Nevertheless, rezoning under the city's Historic Preservation Ordinance does not regulate certain aspects. For instance,

- The UDC does not initiate the nomination process for proposed residential districts. The Commission waits to hear from an interested neighborhood or area and seeks input from them on type of rezoning, boundaries, and regulations which would be best suited to their particular situation.
- There are no restrictions on the sale of property. The designation of a district does not limit the ability of property owners to sell their property. In addition, for every parcel in the district, a certificate is filed in the county's real estate records indicating that it is located in a district; prospective property owners are notified in

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advance during title.

- Paint color is not be regulated by the UDC. The Commission's main focus is on the preservation of the building. In some districts, the regulations (as prepared by the neighborhood), call for the Commission Staff to review proposed ordinary repair and maintenance, but that does not include painting. In other districts, ordinary repair and maintenance is not reviewed at all.
- Architect are not required to draw plans. Larger, more complex projects will require an architect's drawings to meet the citywide standards used by the Bureau of Buildings for such projects; otherwise, simpler drawings that are to scale and accurate are sufficient.
- Interior work is not regulated by the UDC. The one exception to this is the installation of dropped ceilings or the insertion of floors that can be seen from the outside of the building.
- Once designated, property owners do not have to redo previous work on their homes to bring them into compliance. The regulation of work begins only after the nomination process begins and is not retroactive.

Neighborhood Historic Sites

National Register of Historic Places

The following properties in the study area are listed on the National Register of Historic Places:

- **Martin Luther King, Jr. Historic District:** south of Freedom Parkway, west of the Belt-Line, north of Decatur Street, and east of Jackson Street. Includes dozens of buildings.
- **Troy Peerless Laundry Company Building:** 650 Glen Iris Drive
- **Southern Dairies Building:** 593 Glen Iris Drive
- **National NuGrape Company:** 794 Ralph McGill Boulevard
- **Empire Manufacturing Company Building:** 575 Glen Iris Drive

Atlanta Historic Preservation Ordinance

In addition, the following district and properties



The NuGrape Company Building is listed on the National Register of Historic Places



The Troy Peerless Laundry Company Building is listed on the National Register of Historic Places



The Southern Dairies Building is listed on the National Register of Historic Places

Existing Conditions: Historic Preservation

in the study area are designated under the city's historic preservation ordinance:

- Martin Luther King, Jr. Landmark District
- Troy Peerless Laundry Company Building
- Excelsior Mill (Dupre Manufacturing Building)

Other Historic Properties

The Old Fourth Ward is rich in historic properties, many of which are eligible for formal designation even though they are not listed here. The following research efforts have identified other historic properties within the study area:

- Atlanta's Lasting Landmarks (1987): The most recent official citywide survey of historic resources.
- Atlanta Comprehensive Historic Resource Survey (2002): A partially completed inventory.
- BeltLine Historic Resource Survey (2005): Identifies significant historic properties in the BeltLine tax allocation district and the BeltLine study area.
- Private research (ongoing): Neighborhoods, individuals, and consultants seek designation in order to be eligible for specific incentives or for other reasons.

Properties that are currently not protected be may be worthy of such include:

- City Hall East
- The yellow brick apartment building at 443 Ponce de Leon Avenue
- Highland Bakery
- Two duplexes at the northeast corner of Glen Iris Drive and Fortune Place
- The structure at 345 Glen Iris Drive
- Apartments at 378, 388, 456, 486, and 548 Boulevard
- The apartment building at 428/430 Parkway Drive, which is arguably one of the finest examples of neoclassical revival in the city
- Apartments on Parkway Drive, including 600, 617, 620, 623, 627, and 633 Parkway Drive, which represent one of the last remaining blocks of such in the city



The Empire Manufacturing Company Building on Glen Iris Drive is listed on the National Register of Historic Places



This apartment building at 428/430 Parkway Drive is one of the city's finest neoclassical multifamily buildings



The apartment building at 443 Ponce de Leon Avenue is a local landmark

Section 3.6: Housing & Economic Development

Several issues dominate the assessment of housing and economic development in the Old Fourth Ward: lower than average incomes, the high proportion of renters versus homeowners, and the limited availability of affordable housing, particularly for the elderly. Addressing these concerns and ensuring that the neighborhood maintains its diversity will be a challenge as growth occurs.

Economic Development

Many development incentives exist in the Old Fourth Ward. These incentives, combined with current market trends, are a significant force for economic growth. Over the past years, the effects of these have already been felt, as noted by a rise in per capita income in recent years and an expected increase of 66 percent between 2000 and 2012. This and other demographics trends are reviewed below in Section 3.8.

While growth is necessary to attract neighborhood retailers and services, it also could result in the involuntary displacement of current residents. As such, it will be necessary that the policies and projects recommended by this study do not harm the very people they are designed to help.

Federal Tax Incentives

The following incentives are available to businesses and residents in a designated Renewal Community or Empowerment Zone. The majority of the Old Fourth Ward Master Plan study area has been designated a Renewal Community and an Empowerment Zone by the US Department of Housing and Urban Development, with the exception of the area west of Parkway Drive.

Commercial Revitalization Deduction

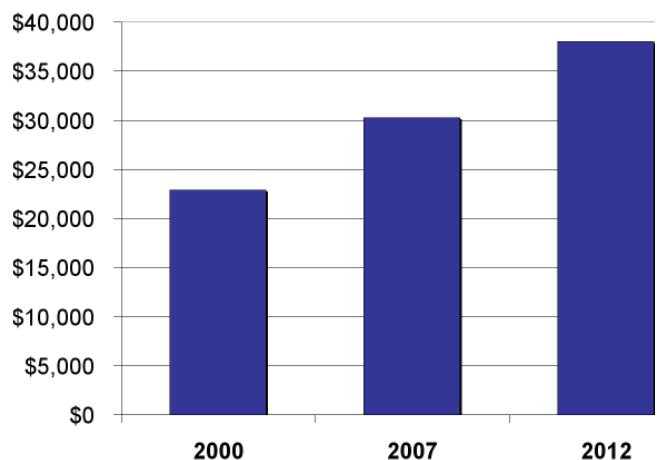
This allows developers who build or substantially rehabilitate commercial property in a Renewal Community to apply for a federal tax deduction for



Historic single-family housing along Glen Iris Drive



New two-family housing along Irwin Street



Neighborhood per capita income trends, one indicator of economic development (Source: Georgia Power Market Profile 2007)

Existing Conditions: Housing and Economic Development

all qualified building expenses, including up to 30 percent of acquisition costs. Until 2009, \$12 million annually is available for these deductions (a single business can qualify up to \$10 million). Recipients can elect to deduct half of their expenses in the fiscal year the building was opened or pro-rate their award over a ten-year period.

Renewal Community Wage Credit

This is a credit against federal taxes of up to \$1,500 per employee who lives and works in the Renewal Community. A credit for 15 percent of the first \$10,000 in wages per employee may be taken annually through 2009. Unused credits can be rolled back one year or carried up to 20 years.

Work Opportunity Tax Credit

This is a credit against federal taxes of up to \$2,400 per hire to provide an incentive for private for-profit employers to hire individuals of certain target groups that have traditionally faced significant barriers to employment. These include veterans, ex-felons, vocational rehabilitation referrals, summer youth employees (ages 16 and 17) that reside in the community, food stamp and welfare recipients, social security recipients, high-risk youth, and designated community residents ages 18 to 39. For Long-Term Family Assistance recipients, employers can save up to \$9,000 per new hire over a two year period (40 percent of the first \$10,000 in wages for the first year and 50 percent for the second year.)

Increased Section 179 Deduction

Renewal Community businesses can deduct up to \$160,000 for equipment expenses such as machinery and computers. Eligible businesses must have at least 85 percent of their property in the Renewal Community, derive at least 50 percent of their gross income from said community, and have at least 35 percent of their employees living in it. Business equipment needs should not exceed \$200,000 annually.

Capital Gains Exclusion

This program eliminates capital gains taxes on assets held for at least five years by businesses

in a Renewal Community. Assets include tangible property, stock, capital interests, or profit interests in a Renewal Community business acquired for cash. A business must meet the requirements outlined in the section above to be eligible.

Brownfield Clean-Up Deduction

This program allows businesses to deduct up to one hundred percent of costs of cleaning up a brownfield site or threat in a Renewal Community in the tax year that such expense was incurred. The site must pose, or potentially pose, a threat to the community due to certain contaminants. Businesses do not have to be within the Renewal Community to take advantage of this deduction.

New Markets Tax Credits

New Markets Tax Credits allow entities make eligible investments in qualifying community development entities, which must then use the entire investment within a low-income community. During a seven year period, the investor can then receive a 39 percent tax credit on the investment.

Local Incentives

Tax Allocation Districts

Tax Allocation Districts (TADs) are one of the most valuable economic development tools in the study area. They do not increase taxes for residents or businesses. Rather, they allow the city to leverage future tax funds to pay for eligible public and private investments within a defined district.

Increases in property tax revenues, which are generated primarily from new investment, are allocated to pay infrastructure costs or certain private development costs. This is primarily done through the issuance of TAD bonds.

The BeltLine TAD encompasses all of the Old Fourth Ward Master Plan study area south of Freedom Parkway, much of the area east of Glen Iris Drive, and other smaller areas. It is expected to generate approximately \$1.7 billion of the total cost of the BeltLine throughout the city over the next 25 years.

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The Eastside TAD includes all the properties within the study area south of Freedom Parkway. It offers the same economic incentives and public investment benefits as the BeltLine TAD.

Urban Enterprise Zone Program

The purpose of Atlanta's Urban Enterprise Zone Program is to encourage development in areas of the city where it might not otherwise occur. A property is designated as an urban enterprise zone only at the request of the property owner or developer. If the request is approved, the city grants tax reductions over a ten year period. UEZs are designated on a case by case basis, by request, after all requirements of the application process are met and approved. The program is administered by the Atlanta Bureau of Planning.

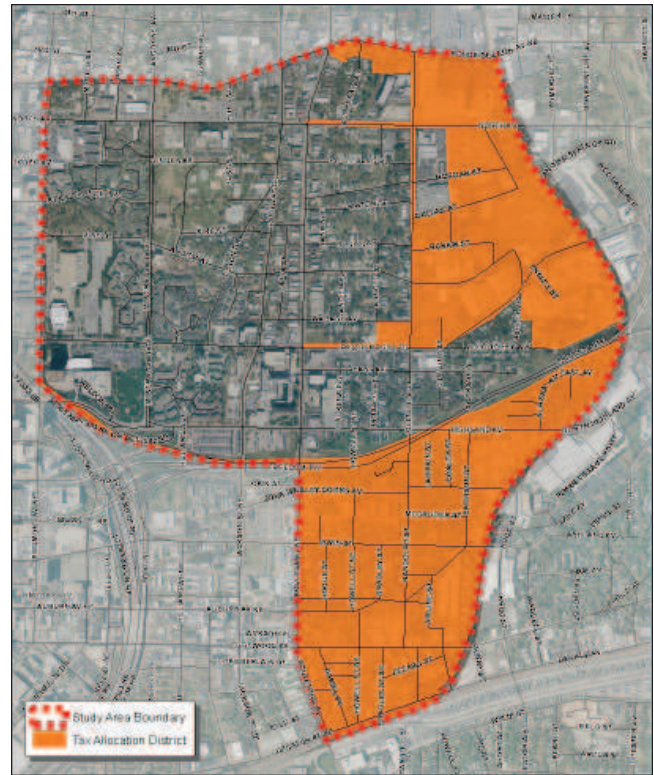
Housing

In the years between 2000 and 2007, the median value of a home in the Old Fourth Ward increased by 36 percent to \$215,685. By 2012, the median home value is predicted to exceed a quarter of a million dollars. These changes are the result in part of significant investments in new housing units in the neighborhood in recent years.

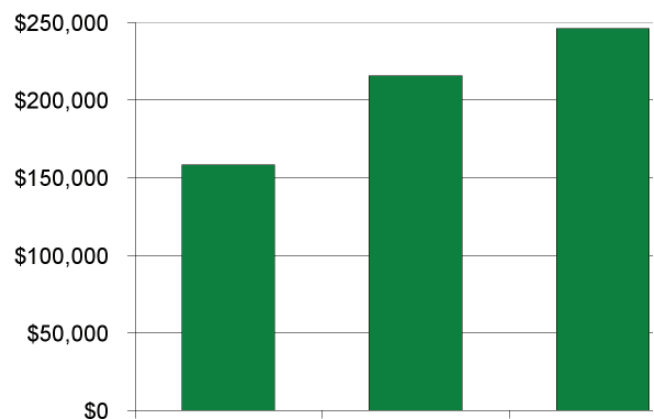
Much of the housing in the study area is rented rather than owned. In the year 2000, almost three-fourths of the housing units in the study area were renter-occupied. Vacant and aging housing will require significant maintenance outlay in the coming years, even as rapid growth in new development changes the housing market. Three existing local and federal programs will be catalysts in housing growth.

Zoning Density Bonus

Developments built in MRC (mixed residential and commercial) and LW (live-work) zoning districts receive a density bonus if they provide affordable housing. Below-market-rate units included in a project, either for rent or for sale, allow a development to provide between 12 and 37 percent more floor area overall, as long as all other zoning requirements, such as open space and height restrictions, are met. A significant amount



Tax allocation districts in the study area, shown in orange



*Median home value trend in the Old Fourth Ward
Source: Georgia Power Market Profile (2007)*

of land within the study area falls under these zoning regulations, and more can be expected as new development-initiated rezoning occurs.

Home Atlanta Mortgage Program

The Home Atlanta Mortgage Program provides 30 year mortgages at a fixed interest rate not to exceed 6.25 percent to eligible home buyers.

Existing Conditions: Housing and Economic Development

Down payment assistance grants of 10 percent of home value and closing cost grants of four percent are also available.

Any existing or newly constructed single-family detached homes, condominiums, or townhouses within the city limits are eligible, but the applicant's income cannot exceed a certain amount for them to be eligible for the program. More information is available from the Atlanta Development Authority.

Low Income Housing Tax Credits

This federal program provides tax breaks for developers who construct below-market-rate housing units. Mixed-income developments can also take advantage of this tax benefit by counting a large percentage of the cost of constructing the affordable housing units toward the tax credit.



New residential development under construction between Glen Iris Drive and the proposed Historic Fourth Ward Park

Section 3.7: Transportation

The Old Fourth Ward currently is well served by a variety of transportation facilities. Unlike many Atlanta neighborhoods, it features frequent bus service, bicycle trails, a well-connected street grid, and many sidewalks. There is, however, still a great deal that needs to be done to bring these individual modes into better balance.

Streets

Throughout much of its history, the Old Fourth Ward benefitted from a well-connected street grid. However, the construction of Freedom Parkway and several redevelopment projects in the 1970s and 1980s removed a number of streets to create today's current system. Today redevelopment provides opportunities for reconnecting the street network to shorten routes for pedestrians, bicyclists, and drivers.

Key streets in the study area include:

Boulevard

Boulevard is the primary north-south route in the study area. North of Freedom Parkway, the right-of-way is approximately 85 feet wide, enough to contain four travel lanes with on-street parking

and turn lanes at major intersections. South of Freedom Parkway, the right-of-way narrows to approximately 60 feet (roadway width varies from 40 to 45 feet) with four travel lanes and no on-street parking. The average annual daily traffic count in 2005 on Boulevard at North Avenue was 20,670 vehicles.

Ponce de Leon Avenue

Ponce de Leon Avenue forms the northern boundary of the study area and is one of the main east-west routes in this section of the city, connecting Midtown with Decatur. The right-of-way is 90 feet wide and contains up to six travel lanes with turn lanes at major intersections. Ponce de Leon Avenue is one of two state routes in the study area. The average annual daily traffic count in 2005 between Parkway Drive and Boulevard was 32,500 vehicles.

North Avenue

North Avenue is also a major east-west route, although it remains less busy than Ponce de Leon Avenue. Its six lanes narrow to two lanes just east of the study area. Its right-of-way is approximately 75 feet wide.

Freedom Parkway

Freedom Parkway is a limited access divided highway with two travel lanes in each direction. Due its limited access and grade separated



The historic intersection of Boulevard and Edgewood Avenue allows a balance between multiple modes of transportation: automobile, pedestrian, and bicycle.

Existing Conditions: Transportation

design, the road forms a barrier that divides the Old Fourth Ward. Freedom Parkway is one of two state routes in the study area. The average annual daily traffic count in 2005 for Freedom Parkway near Alaska Avenue and Sampson Street was 24,000 vehicles.

Piedmont Avenue

Piedmont Avenue forms most of the western boundary of the study area. The section bordering the Old Fourth Ward runs one way northbound with four lanes.

Parkway Drive/Jackson Street and Glen Iris Drive/Randolph Street

These streets provide alternative north-south routes parallel to Boulevard. Both streets also bridge Freedom Parkway and each has two travel lanes with some on-street parking.

Edgewood Avenue

An important east-west route in the south of the study area, Edgewood Avenue has dedicated bicycle lanes in both directions with two automobile travel lanes and on-street parking on the south side of the street.

Ralph McGill Boulevard

Ralph McGill Boulevard is an important east-west link in the study area and connects to the growing north end of Downtown. The right-of-way is approximately 60 feet wide with two travel lanes and on-street parking.

Highland Avenue

Another important east-west route, Highland Avenue has two travel lanes with some on-street parking and turn lanes at major intersections. The right-of-way is 65 feet wide.

Interstate 75/85

The interstate highway forms part of the western boundary of the study area. With 14 travel lanes, the highway forms a barrier between the Old Fourth Ward and Downtown, although there are bridge crossings in several places.



Existing conditions on Boulevard



Pedestrian-friendly, historic neighborhood Willoughby Street

Public Transit

The study area is served by six bus routes and around 90 bus stops. These routes, described in more detail in the table on the following page, provide transfer-free connections to Five Points, King Memorial, and North Avenue rail stations, in addition to direct service to Grady Hospital, Piedmont Park, Atlantic Station, Virginia-Highland, Buckhead, Grant Park, and Decatur. Recently, route 3 was discontinued, eliminating direct access to West End. However, connecting bus and rail services provide access to other points throughout the Atlanta region. All MARTA buses are wheelchair accessible and equipped with bicycle racks. Only 10 bus stops in the study area

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have benches and shelters.

There are no rail stations in the study area, but the King Memorial, Civic Center, and North Avenue stations are within walking distance of much of it, and all neighborhood bus routes connect to a station. Current plans for expanded rail service include the BeltLine, and a streetcar running along Edgewood and Auburn Avenues to Peachtree Street.

Pedestrian Network

Sidewalks are plentiful in the study area and reach 10 feet or more in width on major streets. Many thoroughfares have adequate sidewalks on both sides, but there are numerous areas where repair or replacement is needed.

Accessibility is an issue, as uneven sidewalks and broken or missing ramps at intersections make many streets in the Old Fourth Ward study area unfriendly or impassable for those in wheelchairs or those who have difficulty walking, such as the elderly and children.

Pedestrian crossing signals are present at major intersections, but high traffic speeds and wide crossings present a significant barrier to pedestrian circulation and safety.

Pedestrian safety data was not compiled for the entire neighborhood as a part of this report, but in the six-year period between 2002 and 2007, there were 21 vehicle/pedestrian collisions on Boulevard within the study area.

Connectivity is also an issue more generally for pedestrians in the study area, because the larger blocks that now exist in the northwestern and eastern portions of the study area reduce the route choices available to pedestrians and bicyclists. The industrial or gated residential complexes that occupy these blocks are separated from the sidewalk by blank walls or fences. Pedestrians must circle these large fenced-off blocks to reach their destinations.

In the remainder of the study area, much of the original, well-connected street network is intact, although the construction of Freedom Parkway has created a number of dead-end streets and reduced connectivity.

Bicycle Network

The Freedom Parkway multiuse trail and the bicycle lanes on Edgewood Avenue are the only designated bicycle facilities within the study area. Nearby, bicycle lanes are provided on the Jackson Street bridge over Freedom Parkway and continue

Table 3.3: Neighborhood MARTA Bus Routes and Boardings (2007)

Route	Description	Frequency (on/off peak)	Avg. Daily Ridership
2	Ponce de Leon Avenue (the northern boundary of the study area) between North Avenue Station and Avondale Station.	20 minutes/ 40 minutes	2,128
16	Ralph McGill Boulevard, connecting south to Five Points Station and north to I-85 and Executive Business Park	15 minutes/ 30-40 minutes	1,806
27	North Avenue, Boulevard, and Monroe Drive between North Avenue Station and Lindbergh Station	30 minutes/ 45 minutes	2,127
99	North Avenue and Boulevard between Grady Hospital, North Avenue Station, and Bankhead Station	60 minutes	674
113	Atlantic Station and Georgia Tech through downtown and the study area to Poncey Highland	30 minutes*	—
397	Inman Park to Grant Park, via Edgewood Avenue in the study area	45 minutes	—

The six bus routes that serve the Old Fourth Ward study area. Ridership data is unavailable for the two newest routes.

**Due to an alternating route pattern, frequency is 60 minutes at any given bus stop within the study area.*

Existing Conditions: Transportation

to the south beyond the study area.

A multi-use trail exists along Freedom Parkway with access from Boulevard, JW Dobbs Avenue and North Highland Avenue. The trail connects with the future Beltline and DeKalb County.

The PATH Foundation is implementing a westward extension of this trail to Piedmont Avenue via Jackson Street (bridge over Freedom Parkway) and Highland Avenue. Later phases will connect to Centennial Olympic Park in Downtown Atlanta.

The Atlanta Regional Bicycle and Pedestrian Plan, updated in 2007, outlines new bicycle routes along Bedford Place, Parkway Drive, Highland Avenue, North Avenue, and Irwin Street.

Previous Transportation Studies

Various transportation studies and initiatives have been conducted that affect the future of the Old Fourth Ward study area. These studies are outlined above in Part 2, but their transportation-specific recommendations are detailed here.

City Center Livable Centers Initiative (2001)

The City Center Livable Centers Initiative (LCI) was prepared in conjunction with Central Atlanta Progress and the Atlanta Regional Commission. The study area included the area east of Boulevard and south of JW Dobbs Avenue within the this plan's study area. Recommendations included:

- Improve sidewalks and pedestrian links between neighborhoods
- Erect informational signs to direct visitors and others to destinations and transit
- Implement a low-fare, clearly identified circulator to connect tourist destinations in the Old Fourth Ward and Downtown
- Create an appropriate on-street parking strategy
- Make streets more pedestrian friendly with new shade trees, better sidewalks, high-visibility crosswalks, curb extensions, and new pedestrian crossing signals
- Define bicycle paths both on street and in parks



Many sidewalks are unpleasant to walk on due to their condition and the condition of adjacent parcels



The Freedom Parkway multiuse path connects the neighborhood with areas to the east



Dedicated bicycle lanes are limited in the Old Fourth Ward, so bikers share the road with motorized traffic

Imagine Downtown (2005)

This plan focused on Downtown's core, but among the general recommendations that are relevant to the present study are:

- Enhance the pedestrian environment with new and improved sidewalks and streetscapes
- Establish preferred on-street bicycle routes that connect to the larger system of routes
- Create a downtown circulator shuttle system, possibly in the form of a streetcar
- Encourage on-street parking and the more efficient use of shared parking facilities

Ponce / Moreland Corridor Study (2005)

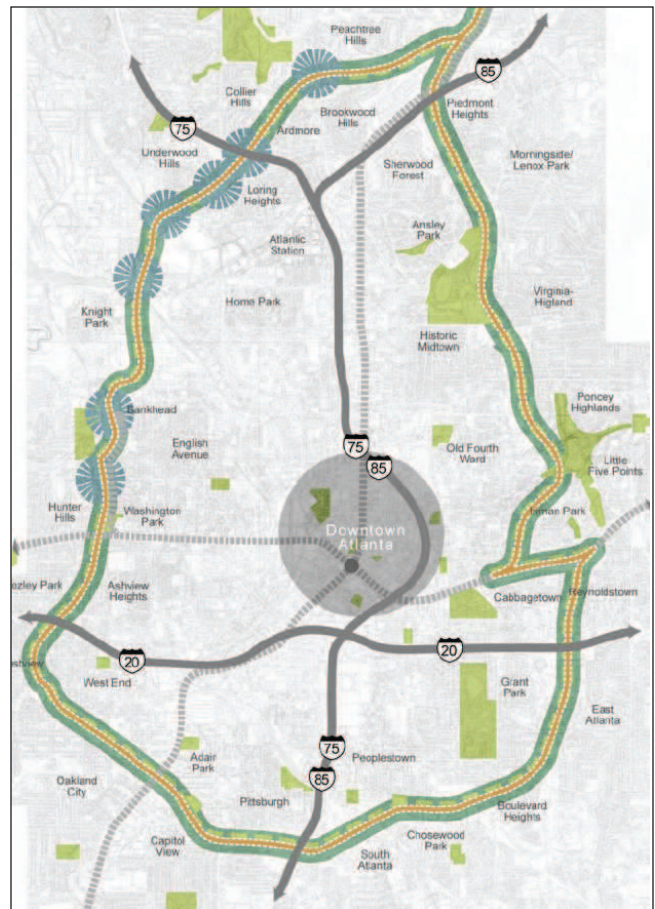
Recommendations for Ponce de Leon Avenue that impacted the Old Fourth Ward included:

- Prohibit street abandonment or closure as part of new development, unless new streets are created with equal or greater connectivity
- Support new streets across the BeltLine
- Provide public pedestrian and bicycle access to the BeltLine from adjacent areas
- Perform traffic signal upgrades, develop signal timing coordination plans, and use pedestrian countdown signals at all signalized crossings
- Widen sidewalks and improve streetscapes on Ponce de Leon Avenue and install a median near City Hall East
- Install bicycle lanes and a median on North Avenue

Atlanta Commuter On-Street Bike Plan (1995)

This document, the most significant bicycle plan for the city, details recommendations that will make cycling a viable mode of transportation throughout Atlanta. Recommendations include:

- Provide bicycle routes between major destinations in the city and connect with the trail system
- Install bicycle racks at new developments as well as destinations and transit stations
- Integrate bicycle planning with the municipal transportation planning process
- Promote bicycle safety, education, and aware-



The BeltLine will link the study area (center right) with dozens of other neighborhoods via trails, transit, and parks

ness

- Maintain all bicycle facilities efficiently and effectively
- Connect the Old Fourth Ward, Downtown, and Georgia Tech with a Downtown Loop
- Install bicycle facilities on Piedmont Avenue, North Avenue, Parkway Drive, and Ralph McGill Boulevard



The Peachtree Corridor project envisioned improved streetscapes and transit, shown here on Auburn Avenue, connecting the Old Fourth Ward to Downtown

Current Transportation Studies

BeltLine Subarea 5 Master Plan

The BeltLine will connect the study area with dozens of other neighborhoods via bicycle and pedestrian trails, transit, and new park space. The BeltLine forms the eastern boundary of the study area and will have trail connections to several streets as well as possible transit stations to serve the neighborhood.

Neighborhood transportation improvements will accompany the BeltLine transit and trail element. These will include sidewalk, street, and intersections improvements.

Peachtree Corridor

The Peachtree Corridor vision is to turn Peachtree Street into a grand boulevard with improved streetscapes and a modern streetcar. The first phase of implementation may involve a streetcar that connects Peachtree Street and the Old Fourth Ward via Edgewood and/or Auburn Avenue.

Connect Atlanta Plan

This year-long study is an effort to develop Atlanta's first citywide comprehensive transportation plan. The plan will guide the next 25 years of transportation policy and investment in ways that advance Atlanta's larger vision of creating a more modern, vibrant, and sustainable city.

In developing the plan, the planning team will examine land use, urban design, and economic development issues in addition to carrying out an in-depth analysis of Atlanta's transportation system. The plan is a multi-modal study, meaning that walking, bicycling, transit, automobiles, freight, and rail will each be studied with equal importance. A series of public work sessions will allow citizens to understand and contribute to the planning process.

Efforts of the Connect Atlanta Plan have been coordinated with the recommendations of the Old Fourth Ward Master Plan for consistency.

Section 3.8: Demographics

This demographic analysis of the Old Fourth Ward is based on the following three data sources in order to provide the most recent, complete, and accurate data and projections:

- Atlanta Strategic Action Plan, 2007
- United States Census Data, 2000
- Market Profiles, Georgia Power, 2007

All three sources indicate that the Old Fourth Ward is on the verge of a period of unparalleled population growth. Population projections from the Atlanta Strategic Action Plan are broken down by Neighborhood Planning Unit (NPU). The Old Fourth Ward Master Plan Study Area lies completely within NPU M, an area which also includes downtown Atlanta and Castleberry Hill. According to the 2000 Census, 33 percent of the population of NPU M resided within the Old Fourth Ward.

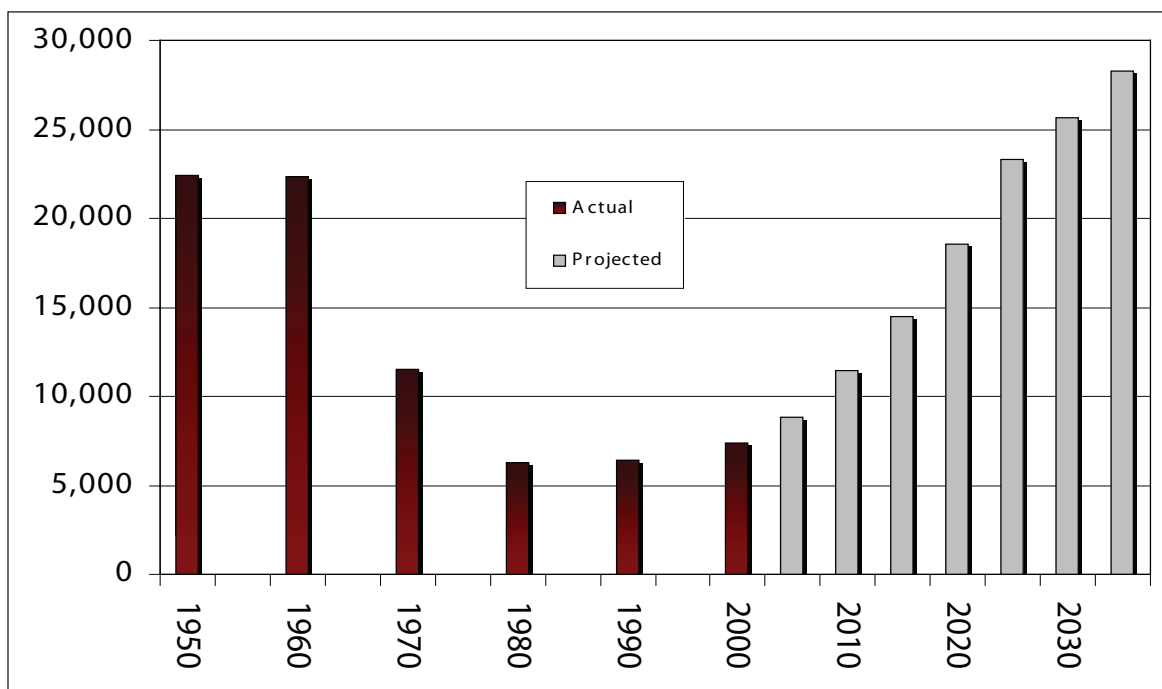
Based on current and projected redevelopment patterns, it can conservatively be estimated that the Old Fourth Ward's share of the NPU M population will begin to increase as low-density industrial

properties are replaced by medium and high-density mixed-use and residential ones. Assuming conservatively that the Old Fourth Ward will come to represent half of the population of NPU M, the neighborhood population would almost triple from 8,798 in 2005 to 25,684 in 2030.

Forecasting Sources and Methods

The City of Atlanta's Department of Planning and Community Development uses a building permit model to estimate population trends, given that building permits for new housing units are an effective indicator of population growth. The model is calibrated to 1990 and 2000 US Census data, but differs from Census Bureau estimates and Atlanta Regional Commission estimates.

To produce the estimates, the net number of new housing units from the Bureau of Buildings permit tracking system is assigned to the corresponding census tract (net new units reflect new construction minus demolitions.) The number of new housing units is added up by year and vacant units are subtracted to arrive at the annual estimate of new units. This estimate is multiplied by the average household size to yield the total household population, to which group quarters population is added in order to find total population.



Old Fourth Ward Population from 1950 to 2035

Table 3.4: Forecasted Proportion of NPU M Population in Old Fourth Ward by Year

	1990	2000	2005	2010	2015	2020	2025	2030	2035
NPU M Population Estimate	17,095	22,243	25,136	28,682	36,219	41,246	46,655	51,367	56,528
Old Fourth Ward Pop. Estimate	6,439	7,392	8,798	11,473	14,488	18,561	23,328	25,684	28,264
Estimated % of NPU M population in Old Fourth Ward	38%	33%	35%	40%	40%	45%	50%	50%	50%

Source: Atlanta Strategic Action Plan, US Census

The vacant housing units are estimated by assuming a vacancy rate and multiplying it by the total number of housing units calculated above. The assumption is that vacancy rates will remain at year 2000 levels unless hard data indicates a change. A vacancy rate of 10.5 percent was used in this case, but the current slump in the housing sector may mean that this number is too low. Residents have expressed concern over the large number of vacant new homes.

The current average household size is 2.3 persons; however, household size varies from one census tract to another and the model incorporates these differences. Anecdotal evidence indicates that many households that relocate into the city are empty nesters or one person households. As a result, the actual average household size may be less than 2.3 persons.

The model assumes that there will be a gradual reduction in the number of building permits issued in order to reflect the decreasing availability of land suitable for development or redevelopment. For the years 2000 to 2006, the actual number of net new housing units is used, but from 2007 forward, the average number of net new housing units was reduced each year to reflect this trend. Census tract level growth was driven by the ARC forecasting model net unit change after 2010.

The Department of Planning and Community Development's model can be refined to reflect the range of housing units that will be built under the new land use policies established by this plan. In this way, feedback loops can be established to continually tweak the accuracy of projections based on overall city population and area development plans such as the BeltLine.

Socioeconomic Profile

Population and Race

The data presented here come from the US Census Bureau and are supplemented by the Atlanta Regional Commission and Claritas database that uses census data special tabulations. The boundaries of the Old Fourth Ward Study Area correspond to census tract 17 (blocks 4 and 5), tract 18 (blocks 1 and 4), tract 29 (block 1), tract 33 (block 1) and tract 13 (block 4). For the purpose of this study, the study area has been divided into the three districts shown on the map on the following page.

In 1990, the population of the Old Fourth Ward was 7,595. This population increased by 18.5 percent during the next ten years to 9,006. During this period, the King Historic District area lost population, while Bedford Pine experienced growth. According to the city's 2007 estimates, there will be 11,707 persons living in the study area by the year 2010.

The Old Fourth Ward has been predominantly African American for much of its history. In 2000, the population was approximately 94 percent black and four percent white. Persons who identified themselves as native American, Asian American, mixed, or another race made up the remainder of the population.

However, by the year 2006, an influx of whites and ethnic minorities had brought a new sense of diversity. The total population of the Old Fourth Ward fell between 2000 and 2006, but the number of African American residents decreased significantly, while the number of European

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Americans has grown. While the Bedford pine and Glen Iris districts lost residents between the years 2000 and 2006, the King Historic District has seen its population increase as a result of efforts to develop infill housing and dense multifamily housing built on previous industrial land.

In the 2000 census, 63.3 percent of residents reported having lived in a different house in the past five years. Nearly half of those also reported having lived in a different county, and had therefore relocated to the Old Fourth Ward during this period.

More than 64 percent of the residents of the Bedford Pine and King Historic District areas have relocated there within the past decade. These numbers can be explained by new apartments and condominiums in Bedford Pine and rehabilitated single-family homes in the King Historic District.

Population and Age

In the Old Fourth Ward, 10 percent of residents are over 64 years old, while 16 percent are less than 19 years. The Glen Iris area has more children aged five and under than it does aged six to 11 years, which may be due to the larger proportion of single-family dwellings in the area. The King Historic District has the lowest youth population in the Old Fourth Ward, with only two percent of residents less than six years old, five percent of residents between the ages of six and 11, and two percent of residents between 12 and 17 years of age. This may be due to the limited amount of multiple bedroom units in the area. Table 3.5 shows the age distribution in greater detail.



Three sections of the study area, based on census tracts and used for more demographic accuracy

Table 3.5: Age of Residents (2000)

Age	Glen Iris	Bedford Pines	King District	Total
5 and under	232	171	35	438
6 to 11	186	182	87	455
12 to 17	106	143	30	279
18 to 64	1,586	2,747	1,291	5,624
65 to 74	126	158	107	391
75 and over	105	149	134	388

Source: US Census

Table 3.6: Population and Racial Distribution in the Old Fourth Ward (2000)

	Total Pop. (2000)	White		African Amer.		Native Amer.		Asian Amer.		Other / Mixed	
		Num	Perc	Num	Perc	Num	Perc	Num	Perc	Num	Perc
Bedford Pines	3,823	142	3.7%	3,566	93.3%	7	0.2%	10	0.3%	98	2.6%
King District	1,371	18	1.3%	1,243	90.7%	1	0.1%	0	0.1%	109	8.0%
Glen Iris	3,812	176	4.6%	3,618	94.9%	3	0.1%	9	0.2%	6	0.2%
Total	9,006	336	3.7%	8,427	93.7%	11	0.1%	19	0.1%	213	2.4%

Source: US Census

Table 3.7: Population and Racial Distribution in the Old Fourth Ward (2006)

	Total Pop. (2006)	White		African Amer.		Native Amer.		Asian Amer.		Other / Mixed		Hispanic	
		#	%	#	%	#	%	#	%	#	%	#	%
Bedford Pines	3,553	1,277	36%	2,086	59%	6	0%	87	2%	62	2%	35	1%
King District	1,885	245	13%	1,492	79%	80	4%	9	1%	28	2%	31	2%
Glen Iris	3,214	550	17%	2,550	79%	1	n/a	-	n/a	39	1%	74	2%

Source: US Census

Income and Poverty

Income levels for residents of the Old Fourth Ward are considerably lower than the citywide average. In 1999, the median household income within the study area was approximately \$24,484. This median household income is 14 percent lower than the citywide average of \$28,328 and 42 percent lower than the regional average of \$42,325.

In 1999, approximately 81 percent of the households in the Old Fourth Ward earned less than \$50,000 and approximately 30 percent lived below the poverty level.

Bedford Pine had the highest child poverty rates in the Old Fourth Ward: 55 percent of children age five and under, 68 percent of children ages six to 11, and 69 percent of youth between ages 12 and 17 lived below the poverty line. The most likely explanation for these numbers from 1999 is the U-Rescue Villa public housing, which was demolished in May of 2008.

Portions of the neighborhood with the highest median family incomes in 2000 included sections of the Glen Iris District just east of the Atlanta Medical Center (\$35,208), the newer multifamily developments between the Atlanta Medical Center and the Downtown Connector (\$34,896), and the gentrifying sections of the King Historic District north of Auburn Avenue.

Areas in the Old Fourth Ward with the lowest median family incomes in the year 2000 included the housing along Boulevard (\$14,214), U-Rescue Villa (\$16,607), and the portions of the King Historic District south of Edgewood Avenue (\$18,993).

Housing

As population fluctuates in the neighborhood, there has been a corresponding change in the number of households. Between 1990 and 2000 the number of households increased by 28 percent, even though the population increased by only 18.5 percent during the same period. The number of households in the city as a whole decreased by two percent during this time.

In 2000, nearly three-fourths of housing units in the Old Fourth Ward were renter occupied. Bedford Pine had the highest level of homeownership at 31 percent, with Glen Iris at 22 percent and the King Historic District at 18 percent. Fifteen percent of the total housing units in the Old Fourth Ward were vacant in 2000. The higher number of vacant units in the King Historic District reflects the multifamily and single-family properties that had not been rehabilitated in the year 2000.

Occupational Characteristics

The working population of the Old Fourth Ward is equally distributed between blue collar, white collar, and other service jobs. Occupations in Manufacturing (eight percent), Transportation/Warehousing (six percent), and Construction (four percent) comprise the majority of labor-intensive blue collar jobs in the Old Fourth Ward. Occupations which are more associated with tourism, such as Accommodation & Food Services (eight percent) and Arts & Entertainment (three percent), are easily accessible to residents of the Old Fourth Ward due to its proximity to downtown and the King Historic District.

Administrative support accounts for approximately

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11 percent of the population by occupation. One-fifth of the employed residents in the Old Fourth Ward are employed in occupations related to Wholesale (four percent) and Retail Trade (11 percent), Real Estate (two percent), and Finance/Insurance (three percent). Nine percent of the residents are employed in the field of Health Care and Social Assistance.

Residents working in white collar occupations from the Old Fourth Ward include Administrative Support (four percent), Educational Services (six percent), Scientific & Technical Services (14 percent), and Public Administration (five percent).

In the Old Fourth Ward 72 percent of all employed residents commute to work by automobile, most of them driving alone. More than 14 percent of the residents use public transportation, the majority being bus.

Education

In the year 2000 in the Old Fourth Ward, 79 percent of men and 69 percent of women age 25 and older had earned at least a high school diploma or its equivalent. College degrees had been earned by 39 percent of men and 32 percent of women. Less than three percent of men and one percent of women from the same age group reported that they never had any schooling, but at least 12 percent of men and 24 percent of women residing in the Old Fourth Ward have yet to earn a high school diploma or its equivalent.

Residents with college degrees were more likely to live in Bedford Pine than in other areas of the Old Fourth Ward due to its proximity to institutions of higher education and the supply of rental communities that cater to young professionals.

Nearly half of all residents over 24 that possess some form of college education live in Bedford Pine.

Summary

- The Old Fourth Ward is on the verge of a significant population expansion that may nearly triple the number of residents by 2030.
- Diversity is also on the rise as white and minority residents join the historic African American population
- Incomes in the study area are significantly lower than the metropolitan average
- In the year 2000, nearly three fourths of the housing units in the study area were renter-occupied
- Fifteen percent of housing units are vacant
- Employed residents of the Old Fourth Ward represent a wide variety of industries
- Nearly three fourths of study area residents commute to work by car
- Approximately 79 percent of adult men and 69 percent of adult women in the study area have high school degrees

Table 3.8: Median Family Incomes for the Old Fourth Ward

	Households	70% AMI (\$50,000)		30% AMI (\$25,000)		Median Family Income (2000)
King District	600	569	95%	443	74%	\$22,989
Bedford Pine	2323	1643	71%	1251	54%	\$25,752
Glen Iris	1825	1612	88%	1318	72%	\$24,711
O4W Overall	4748	3824	81%	3012	63%	\$24,484

Source: US Census